

Eastpoint Christian Church Job Description

Position Description: Video/Social Media Specialist

Reporting To: Worship Arts and Communications Director

Position Summary:

This position requires a working knowledge of both Video Production and Social Media marketing. You will work in both the Communications and AVL departments. As a Video Production Specialist, you will be responsible for capturing, editing, and producing videos for internal and external purposes. As a Social Media Specialist, you will be the 'digital voice' of Eastpoint and will be responsible for developing and implementing our social media strategy in order to increase our online presence, brand awareness, and improve our marketing.

This is a full-time salaried position. Normal work hours would be Sunday-Thursday. Weekend and evening hours will be required for groups, classes, and special events.

Role and Responsibilities:

- **General:**
 - Participate in weekly staff meeting.
 - Participate in Creative Team, Service Programming, and Supervisor meetings.
 - Attend all staff retreats and conferences.
 - Be present at special church-wide events.
- **Video Production (20 hours):**
 - Assist the Video Coordinator in the planning, filming, editing, and completion of videos that are produced (start to finish)
 - Create video content for church wide requests. (ie: Sermon illustrations, Title Packages, testimonies, baptism stories, ministry projects, etc)
 - Capture B-roll of ministry events and Sunday mornings.
 - Manage the technical aspects of the filmmaking process, including cameras, sound, lighting, design, etc.
 - Support Sunday services and other events by serving as Video Director, Switcher, or Camera Operator
 - Collaborate with Video Coordinator in developing and training the video team in the Servant Leadership Pathway.
 - Any other task assigned by the Video Coordinator.
- **Social Media Specialist: (20 hours)**
 - Develop, implement, and manage our social media strategy with consistent and quality content that best represents who we are at Eastpoint
 - Define most important social media KPIs (key performance indicators)
 - Build and monitor analytic reports and marketing metrics to identify effectiveness and improve strategy
 - Manage, and oversee all social media content and create content calendar
 - Stay up to date with the latest and best practices and technologies for social media
 - Manage all notifications and responses on social media platforms

- Collaborate with Communications Specialist in developing, training and mobilizing a social media volunteer team in the Servant Leadership Pathway

Education/Experience:

- Bachelor’s Degree--preferably in Communications, Video Production, or related fields
- Minimum of 1-2 years experience in video production
- Video editing and animation proficiency (Adobe Creative Cloud)
- Extensive knowledge of Social Media

Skills/Knowledge:

- Passionate about Christ and his Church as the hope for the world; demonstrates integrated and mature spiritual journey
- Devoted to the Core Values of Eastpoint Christian Church
- Self-starter, initiator, leader, quick learner, creative
- Able to recruit and manage volunteers
- Is able to work well with team as well as able to work alone
- Proficiency in social media platforms (Facebook, Instagram, Snapchat, etc) with knowledge in scheduling platforms, preferably in Hootsuite.
- Ability to work efficiently and effectively, especially while under pressure with deadlines and interruptions, must be flexible
- Detail-oriented
- Commitment to excellence and professional development
- Excellent communication skills including proof reading, content writing, etc.
- Familiar with Adobe Premiere and After Effects and/or Final Cut Pro X and Motion
- Proficiency in audio, lighting, and video production
- An understanding of quality design aesthetics and current trends.
- The ability to capture the essence of a testimonial into media.
- Effective storyteller.

Please provide Film portfolio and or examples of any Social Media Campaigns

Base Physical Requirements:

Code: N=Never O=Occasionally (<20%) F=Frequently (20%-80%) C=Constant

Exposure to Adverse Working Conditions:

| | | |
|---|--------------------------|---|
| Noise, Noxious Odors, Temperature.....O | Hazardous Materials..... | N |
| Potentially Threatening Abusive Clients...O | Communicable Diseases... | O |

Physical Conditions:

| | |
|-------------------------------------|---|
| Close Eye/Hand Work..... | F |
| Sedentary (continuous sitting)..... | F |

Light Work (standing, walking, lifting <15 pounds)..... F
Moderate Work (lifting 15-30 pounds, prolonged use of small hand instruments) O
Moderately Heavy Work (lifting, moving, loading 31-50 pounds)..... O
Heavy/Hard Work (above average strength and stamina, lifting > 51 pounds)..... O

Work Environment:

- Works at a computer at a desk in the office
- Meets with church members at the office and in the community